



The LeapFrog Difference— See The Learning™

Currently available | Ages Birth to 14

There is no cost to put a child on the Leapfrog Learning Path

Finally, parents can stop wondering what and how their children learn. With the all-new LeapFrog Learning Path, moms and dads are empowered with insights into what excites their children's interests and passions, driving them to explore and excel, as well as where they may be struggling and need extra attention. LeapFrog created the Learning Path because learning is not one-size-fits-all.

To get kids on the LeapFrog Learning Path, parents can create each child's individualized profile with the LeapFrog® Connect Application that comes with USB-enabled products such as the Tag™ Reading System or Didj™ Custom Gaming System. Each time children finish playing with a USB-enabled LeapFrog product, parents simply connect it to their PC or Mac to view details about learning games played, skills engaged and progress made. For kids who continue to enjoy LeapFrog legacy products such as the Leapster L-Max™ Learning System, or who have one of our learning toys such as the Learn & Groove™ Shapes & Melodies Piano, parents may easily create Learning Path profiles at leapfrog.com/learningpath to see the skill areas each product is designed to promote. This connection among all LeapFrog products takes kids and parents beyond individual toys to an interactive roadmap for personalized learning. It's like a GPS for educational success.

With the Learning Path, LeapFrog has opened the doors to the curriculum Scope and Sequence of educational skills we build—and have always built—into our products. Based on state guidelines for schools and on child development milestones, our Scope and Sequence is the bedrock for each stone on the LeapFrog Learning Path, detailing the components of areas such as language and literacy, mathematics and science.

At LeapFrog, we know that learning happens in different places, in different ways. Our Learning Path gives parents the tools they need to personalize and guide that learning process, then enjoy watching their children progress at their own pace.

Steps On The LeapFrog Learning Path

- **Create a profile:** Parents can create profiles for up to 10 kids on the Learning Path. They may then view their children's growth at a glance, or click through to see their children's progress within individual LeapFrog games and books.
 - **View play information:** By connecting products to their Mac or PC, parents can gain insight into how often their children play a particular game, what kinds of questions they answered, and how they're progressing. Based on this information, the Learning Path will also suggest activities to help keep children engaged as they progress to the next level.
 - **Review skills engaged and progress made:** Each stone on the Learning Path represents a learning category, such as "reading" or "numbers," and parents have the option to click each stone for more detail. For instance, by clicking on "reading," parents can see that it's built on skills such as "word recognition" and "phonics skills." By clicking on "word recognition," they can further learn that understanding that *(Continued)*
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print reads from left to right underpins this skill. The Learning Path will indicate which particular skills are touched on within each game played, so parents can compile a personalized array of learning experiences.

- **Connect with the kids:** Once parents have connected LeapFrog products to the Learning Path, they can find more ways to connect with their children. Parents can log in online to check progress, as well as request that LeapFrog send periodic emails with detailed information like "Brian can now differentiate between vowels and consonants. Ask him what category different letters belong to; or play 'How many letter Ls do you see?' the next time you're in the grocery store."
- **Get expert advice:** The Learning Path also provides access to a network of educational experts for shared learning tips and advice.

The LeapFrog Legacy

- The LeapFrog Learning Path is based on our successful LeapTrack® technology, which was introduced by our School division as a way for teachers to individualize instruction and assessment.
- The LeapFrog Scope and Sequence educates on more than 2,000 skills and is and always has been a core component in the development of LeapFrog products.
- Each of these 2,000+ skills maps back to five top-level domains: language and literacy, mathematics, science, social studies and learning for life.

For more information, visit leapfrog.com/learningpath.





Tag™ Reading System

Currently available | Ages 4 to 8 | MSRP \$49.99

LeapFrog revolutionized learning to read with its LeapPad® Learning System. That legacy is now available to the next generation with the all-new, web-connected Tag Reading System. Quite simply, the Tag reader brings books to life. **And this Fall, an expanded-memory Tag that can hold up to 10 titles will be available, with new included book, Dr. Seuss's The Cat in the Hat, for \$49.99.**

Easy to use, amazingly responsive and small enough for a child to take anywhere, the Tag reader takes just one touch to make words talk and pictures sing. A small, sophisticated infrared camera at the tip of the reader "reads" letters, words and symbols printed on the special dot-patterned pages of books in the Tag reader collection. Designed for children four to eight, the Tag Reading System works with a diverse library featuring classics *Olivia* and *Green Eggs and Ham* as well as activity storybooks with popular characters *SpongeBob SquarePants*, *Disney Princesses* and *Diego*. Kids can continue to use the Tag system as their knowledge grows, choosing to hear an entire story read aloud, hear it read line-by-line or hear individual words. Using The PC- and Mac-compatible LeapFrog® Connect Application designed for the Tag system, parents can download each book's audio, then drag and drop content onto the reader—just like managing digital camera or MP3 files. And best of all, as with most LeapFrog products, parents can see the skills their children are practicing with the Tag system, by logging on to the LeapFrog Learning Path, a free online resource that gives them personalized insights into what their child is learning while playing with their LeapFrog toys, from infant learning toys to grade-school gaming platforms.



Tag Library

The Tag library expands in 2009, for a total by year-end of 32 books and four activity sets. LeapFrog has partnered with publishers HarperCollins, Simon & Schuster, Penguin and others to showcase beloved characters such as *The Cat in the Hat* and *Dora the Explorer*.

Currently available (some available Fall) | MSRP \$13.99 each

Disney The Princess and the Frog (available Fall/Holiday)	Ages 4 to 6
Fly High, Fly Guy	Ages 4 to 6
Giraffes Can't Dance	Ages 4 to 6
Madagascar: Escape 2 Africa: Air Penguin	Ages 4 to 6
Ni Hao, Kai-lan: Kai-lan's Super Sleepover	Ages 4 to 6
Green Eggs and Ham	Ages 4 to 7
Learn to Read Series: Volume 1 (Short Vowels) (available Fall)	Ages 4 to 7
Learn to Read Series: Volume 2 (Long Vowels) (available Fall)	Ages 4 to 7
The Amazing Spider-Man: The Lizard's Tale	Ages 5 to 7
Ben 10 Alien Force: Fugitive from Outer Space	Ages 5 to 7
Disney Fairies: TinkerBell (available Fall)	Ages 5 to 7
Disney•Pixar Up: Up with Adventure	Ages 5 to 7
Star Wars™: The Clone Wars	Ages 5 to 7





Disney•Pixar Cars: Tractor Tipping
 Disney Princess: Adventures Under the Sea
 Dora the Explorer: Dora Goes to School
 Go Diego Go!: Underwater Mystery
 I SPY: Imagine That!
 Kung Fu Panda: Po's Tasty Training
 Miss Spider's Tea Party
 T.Rex's Mighty Roar
 The Cat in the Hat
 Chicka Chicka Boom Boom
 Click, Clack, Moo: Cows That Type
 Fancy Nancy at the Museum
 The Little Engine That Could
 Olivia
 Walter the Farting Dog Goes on a Cruise
 Foster's Home for Imaginary Friends: The Golden Paddleball
 Pirates! The Treasure of Turtle Island
 Scooby-Doo! Shiny Spooky Knights
 SpongeBob SquarePants: The Tour de Bikini Bottom
 Tag Super Speller activity board
 Tag Funny Phrases activity board
 National Geographic Kids Birds and Sea Animals activity cards
 National Geographic Kids Land Animals activity cards

Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 6
 Ages 4 to 7
 Ages 4 to 7
 Ages 4 to 7
 Ages 4 to 7
 Ages 4 to 7
 Ages 4 to 7
 Ages 4 to 7
 Ages 5 to 7
 Ages 5 to 7
 Ages 5 to 7
 Ages 4 to 6
 Ages 5 to 7
 Ages 4 to 8 (MSRP \$7.99)
 Ages 4 to 8 (MSRP \$7.99)



How Does It Work?

- The Tag Reading System is built around a custom, mixed-signal ASIC designed by LeapFrog, that incorporates a 32-bit RISC processor, DSP driven stereo audio system with multi-channel MIDI hardware, specialized control logic and power management functions. The Tag reader's proprietary operating system allows this compact device to perform myriad specialized functions, including absolute position detection, game logic processing, event logging to monitor users' progress within our content and high-quality, real-time audio decompression and playback.
- The Tag system has 16 MB (32 MB this Fall) of on-board flash memory and a built-in USB port, which allows users to manage up to five books on the reader.
- The Tag system is compatible with Mac® OS X and Windows Vista/XP/2000.
- The Tag system "reads" by identifying dotted media at a rate of 50 frames-per-second, providing a response time less than 50 ms, and allowing drag rates of over 12 inches-per-second. A small, sophisticated infrared camera works as an imaging system to recognize letters, words and symbols when written on special dot-patterned paper.
- Using an optical pattern system and digital processing techniques licensed from Anoto, the Tag reader can determine its precise location within the dot media. This enables a child to jump around within a book, or back and forth between different books in a seamless, unencumbered way.
- An expansive dot pattern is used to establish location context for the Tag reader. By "reading" these dots and processing them through proprietary algorithms, the Tag device can rapidly compute its exact coordinates. LeapFrog's content creation system has previously mapped these coordinates to enable specific audio or functions.

For more information, visit leapfrog.com/tag.





Tag™ Junior

Currently available | Ages 2 to 4 | MSRP \$34.99

LeapFrog revolutionized how kids learn to read with its LeapPad® Learning System, then did it again in 2008 with the Tag Reading System. Now LeapFrog offers younger children a learning toy that helps them develop a love for books. Tag Junior brings stories to life in a way that is just right for two- to four-year olds, encouraging little ones who are just discovering books to build a lasting interest in them.

This toddler-sized “book explorer” is powered by the same technology that drives the Tag reader: a small, sophisticated infrared camera that “reads” words and pictures printed on the special dot-patterned pages of the sturdy, child-friendly board books in the Tag Junior collection. Housed in an appealing, chunky little character, which is easier for younger children to manipulate, Tag Junior works when children “stamp” its wide base anywhere on the pages of a Tag Junior book. Kids can hear a block of text read aloud or hear funny sound effects and learning songs embedded in the pictures.

Using the PC- and Mac®-compatible LeapFrog® Connect Application designed for Tag Junior, parents can download each book’s audio, then drag and drop content onto the device—just like managing digital camera or MP3 files. Tag Junior can hold the audio for up to five books at a time, and parents can choose to have Tag Junior “greet” their child by name.

And best of all, as with most LeapFrog products, parents can see the skills their children are practicing with Tag Junior, by logging on to the LeapFrog Learning Path, a free online resource that gives them personalized insights into their child’s favorite books and activities, details about what skills their child is exploring during play and ideas for other LeapFrog learning toys that match their child’s interests.



Tag Junior Library

Currently available (some available Fall) | Ages 2 to 4 | MSRP \$10.99 each

Tag Junior comes with a LeapFrog-original board book called *If I Were . . .*, which explores animal sounds. Each of the other twelve sturdy board books in the Tag Junior library focuses on a different preschool theme, including sounds, colors, letters of the alphabet, numbers and social play. Curious George, Dora the Explorer and Winnie-the-Pooh are just a few of the favorites featured in the Tag Junior library.

ABC Animal Orchestra

The Backyardigans: Opposites

Christmas in the Manger (available Fall/Holiday)

Curious George: Color Fun

David Smells!

Disney Pooh Loves To ...

Disney•Pixar Cars: Shapes All Around (available Fall)

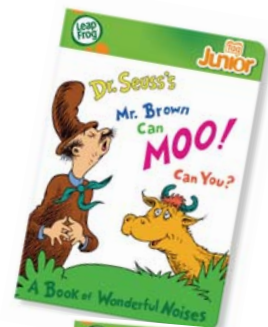
Dora the Explorer: 1-2-3 Dora!

How Do Dinosaurs Play with Their Friends?

Mr. Brown Can Moo! Can You?

Ni Hao, Kai-lan: Share, Share, Share (available Fall)

Panda Bear, Panda Bear, What Do You See? (available Fall)



For more information, visit leapfrog.com/tagjunior.





Leapster2 Learning Game System



Currently available | Ages 4 to 8 | MSRP \$59.99

Expanded memory + online experience Fall 2009 | Ages 4 to 8 | MSRP \$59.99

The sleek, USB-enabled Leapster2 handheld is the newest member of the Leapster® family—the best-selling educational gaming handheld, with more than 6 million sold in the US. And this fall, kids will have an entirely new way to learn and play with their Leapster systems—online. **LeapFrog announces an expanded-memory Leapster2, which is the only educational gaming handheld connected to a comprehensive online learning world, designed especially for children ages 4 to 8 years old.** The additional memory and virtual experience allow an unprecedented synergy of online and offline play, for anywhere fun.



Parents want their kids to have online experiences that are fun, safe, age-appropriate and educational. So we developed a world that works with the Leapster system and our LeapFrog® Learning Path, offering kids a play experience that can grow with them for years—and giving parents the unique ability to know what kids are exploring and learning online. Which in our online world means experiences that go beyond learning ABCs and 123s, that build on the curiosity kids are born

with, through games in which players can explore concepts to see what happens, in addition to learning “right and wrong” answers.

The play begins when parents connect the Leapster2 handheld to their computer, launching the LeapFrog Connect Application, parents’ gateway to the Learning Path and kids’ entrance to their own online experience. Kids get to choose their included game from four available titles and have the chance to redeem coins for the other three, after further play. After playing on the Leapster2 system, kids re-connect to upload the coins they’ve earned and use them to build a fully personalized world. Kids get to create an avatar (mixing and matching skin color, head shape, eyewear, clothing, etc.) and then a dwelling for their avatar to call home. Each house begins with the LeapFrog room, where a player’s trophy case displays his or her achievements—the same achievements that parents then see on their Learning Path view. Players continue by choosing a theme—such as garden, castle or space station—then stack room blocks high into the air, deep below ground, indoors or out, then embellish them with furniture and accessories. The house then comes alive with surprises to uncover, “neighbors” who stop in to say hello and fun built-in learning games. And kids can earn further coins playing these online games, purchase mini-games with the coins, download the mini-games back to the handheld, earn more coins and then . . . go back online for a continuous play experience that keeps the engagement going.

As a child progresses, he or she can unlock more advanced topics—from reading to science to social studies—more elaborate customizations and more features. Much of the learning in this online experience is open-ended and embedded within the play. For instance, navigating the “economy” gives kids the chance to gain an understanding of real-world money management by earning, saving and spending coins. And in conceptual games such as WeatherTown, players get to adjust factors such as temperature and humidity to see the resulting weather changes.

The combination of the Leapster system, Learning Path and our new online world will offer unique learning and play experiences that grow with children and take them beyond core topics to areas that tap their natural love of learning. And parents can see what their child is learning as they guide them through early online play.





Leapster System Software Library

By the end of 2009, eight new titles will join the Leapster software collection, bringing the total to more than 40 learning games. The entire library is compatible with all Leapster family platforms and with the new online world, which offers virtual learning play for kids and Learning Path updates for parents.



New Titles | MSRP \$24.99 each

Disney Fairies (July)

Disney The Princess and the Frog (Fall)

Ni Hao, Kai-lan: Beach Day

Digging for Dinosaurs

Disney•Pixar UP

My Amusement Park (Fall)

Star Wars™: Jedi Reading

Wolverine and the X-Men (Fall)

Ages 4 to 7

Ages 4 to 7

Ages 4 to 7

Ages 5 to 8

Ages 5 to 8

Ages 5 to 8

Ages 5 to 8

Ages 5 to 8



Classic Titles | MSRP \$24.99 each

The Backyardigans

Disney Princess

Disney•Pixar Cars

Disney Princess: Worlds of Enchantment

Disney•Pixar Ratatouille

Disney•Pixar WALL-E

Dora the Explorer: Camping Adventure: Explore Spanish Words

Go Diego Go!: Animal Rescuer

Pet Pals

Sonic X

SpongeBob SquarePants Saves the Day

Disney•Pixar Cars: Supercharged

Outwit!

Star Wars™: The Clone Wars

I SPY: Treasure Hunt

Ages 4 to 6

Ages 4 to 6

Ages 4 to 6

Ages 4 to 7

Ages 4 to 7

Ages 4 to 7

Ages 4 to 7

Ages 4 to 7

Ages 4 to 7

Ages 5 to 7

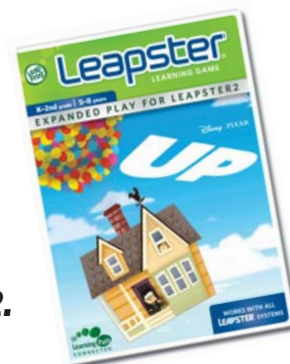
Ages 5 to 7

Ages 5 to 8

Ages 5 to 8

Ages 5 to 8

Ages 6 to 9



For more information, visit leapfrog.com/leapster2.





Didj™ Custom Gaming System

Currently available | Ages 6 to 10 | MSRP: \$69.99

The Didj handheld is the first grade-school system that lets kids create the game and parents customize the learning. Using the included PC- and Mac-compatible LeapFrog® Connect Application, players first select and personalize an avatar. Then they design the game, choosing background scenery, color schemes or music, for a totally fun, totally customizable experience. Most important, parents and kids can then customize content, connecting gameplay with schoolwork. Multiplication hard to master? Kids can choose to be quizzed on the 6s, 7s and 8s tables. Spelling a stumbling block? Kids can create a custom spelling list from the 10,000-word database and practice for next week's test. Continuing the standard set with the Leapster® Learning Game System, the Didj handheld auto-levels, adjusting games to children's particular skills and progress, so players are appropriately challenged. All this is delivered in a sleek unit offering the high-quality graphics and classic gameplay that kids demand.

The LeapFrog® Connect Application allows kids to move specific curriculum content for each game on and off their Didj handheld—just like managing digital camera or MP3 files. Every time players connect the Didj system to the computer, the points they've earned for correct answers upload to become *Bitz* usable for enhanced customizations. And best of all, as with most LeapFrog products, parents can see the skills their children are practicing with the Didj handheld, by logging on to the LeapFrog Learning Path, a free online resource that gives them personalized insights into what their child is learning.



Didj System Software Library

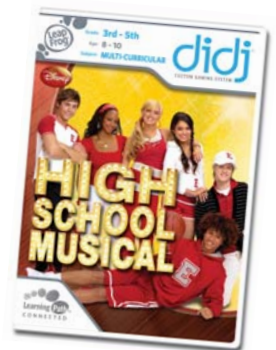
Currently available (some available Fall) | MSRP \$29.99 each

Disney Fairies (Fall)	Ages 6 to 9
Wolverine and the X-Men (Fall)	Ages 6 to 9
Neopets: Quizara's Curse	Ages 7 to 10
Star Wars™: Jedi Trials	Ages 7 to 10
Disney High School Musical (Fall)	Ages 8 to 10

Currently available | MSRP \$29.99 each

<i>DIDJi Racing: Tiki Tropics</i>	Ages 6 to 9
<i>Foster's Home for Imaginary Friends</i>	Ages 6 to 9
<i>SpongeBob SquarePants: Fists of Foam</i>	Ages 6 to 9
<i>Star Wars™: The Clone Wars</i>	Ages 6 to 9
<i>Super Chicks: Make Friends. Shop. Save the World.</i>	Ages 6 to 9
<i>Indiana Jones and the Kingdom of the Crystal Skull</i>	Ages 7 to 10
<i>Nancy Drew: The Mystery in the Hollywood Hills</i>	Ages 7 to 10
<i>Nicktoons®: Android Invasion</i>	Ages 7 to 10
<i>Sonic the Hedgehog</i>	Ages 7 to 10
<i>Disney Hannah Montana</i>	Ages 8 to 10

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What's Inside the Didj™ Handheld?

Technical Specifications

- **Processor** Arm 9 @ 393 MHz, game logic processing, event logging to monitor users' progress within our content, and high-quality, real-time audio decompression and playback
- **Graphics hardware**
 - **Display:** 320x240
 - **Display Modes:** RGBA 565
 - **MLC:** Multi-layer controller provides HW compositing for up to three graphics layers
 - One 24-bit 2D layers (no HW accel)
 - One 16-bit 3D layer
 - One YUV video layer (no HW accel)
- **Graphics API** OpenGL ES 1.1: A reduced instruction set version of OpenGL for embedded systems. OpenGL is a 3D graphics programming interface. Proprietary interface to Multi-Layer Display controller for 2D RGB and YUV video buffer support. FreeType Font renderer. Theora video codec plays OGG-Theora files.
- **Audio**
 - **General purpose Audio Codec:** 3 independent mono or stereo Ogg-Vorbis channels
 - **MIDI:** 16 channels of MIDI are supported in software; no HW support
- **RAM**
 - **Main RAM:** 32 MB DDRI 131 MHz
 - **NAND Flash:** 256MB for data storage/download content
- **Media Cartridge** 64MB
- **System Software** Brio: Firmware is building an abstraction layer (called Brio) to make OS and hardware transparent to developers. This means all software must be ported to Brio to run on this device.
- **Screen** LCD: 3.2" 16.7Million Color TFT
- **Controls**
 - D-pad (4-direction)
 - 2 game play buttons
 - 2 shoulder buttons
 - Menu / start
 - Pause
 - Hint
 - Volume slider
 - PC connect through USB 2.0
 - Brightness

For more information, visit leapfrog.com/didj.





Zippity™ Learning System

Available Fall | Ages 3 to 5 | MSRP \$79.99



LeapFrog and Disney have joined forces to create the Zippity Learning System—the first TV-based gaming system for preschoolers that combines full-body movement, music, education and fun. Combining LeapFrog's learning products expertise with Disney's storytelling heritage and preschool TV programs, the Zippity system lets kids bring the fun of *Playhouse Disney* to life at their house. Kids can dance, jump and move with characters from Disney Channel's Mickey Mouse Clubhouse, Disney Little Einsteins, Winnie the Pooh and more. As they groove and play, kids can gain a greater understanding of core preschool skills such as math, language and music. The Zippity system leads kids through eight lively learning games that use an interactive mat for lower-body movement—such as running, dancing, jumping and marching—and a tummy-high joystick, or “bopper,” for upper-body action—such as moving left, right, forward and back. The easy-to-use system—with eight learning activities pre-loaded—comes with a foldable mat and bopper, which interacts wirelessly with the Zippity console.

And best of all, as with most LeapFrog products, parents can see the skills their children are practicing with the Zippity system, by visiting the LeapFrog® Learning Path, a free online resource that gives parents personalized insights into what their child is learning while playing with their LeapFrog toys, from infant learning toys to grade-school gaming platforms. The Zippity set also lets parents access a built-in Learning Path via the main onscreen menu.

Zippity Learning Games

The system's eight onboard preschool learning games feature *Playhouse Disney* characters in television-quality animated sequences. Each game features two levels of play—to keep kids appropriately challenged and engaged—and promotes preschool skills through fun play with favorite characters.

Mickey Says - Numbers and mathematics, colors, shapes

Goofy's Fancy Dancing - Memory skills, numbers and mathematics, shapes

Darby's Honey Pot Jam - Memory skills, music, art and culture

Super Sleuths on the Case - Problem-solving

Tool Box Beat - Memory skills, music, art and culture

Handy Manny Fix it Up - Letters and language skills, Spanish vocabulary

June's Twist n' Twirl - Memory skills, numbers and mathematics, music, art and culture

Rocket's Musical Mission - Shapes, colors, music, art and culture

Additional learning games: Available Fall | Ages 3 to 5 | MSRP \$24.99 each

Disney Princess: Magical Movement & Learning

Disney•Pixar Cars: Driven to Learn

Disney Princess and the Frog (Fall 2009)

zippity
Dance, jump, play and learn!

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LeapFrog® Toys

The Scout Collection

Currently available exclusively at Toys “R” Us, available widely online June 14, on shelves July 19

Scout, the curious green puppy first brought to life in LeapFrog’s award-winning ClickStart® My First Computer, continues as the preschool child’s best learning friend. The Scout-themed learning toys make it fun for kids from six months to four years old to practice skills that will help prepare them for preschool. Best of all, the new Scout-themed toys are all on the LeapFrog Learning Path, a free online resource that gives parents insights into what skills their child explores during play.

My Pal Scout and My Pal Violet

Available August 2009 | Ages 6 months & up | MSRP \$19.99

The green My Pal Scout and purple My Pal Violet, for children six months and older, which introduce skills such as first words, daily routines and counting, are plush puppy friends that parents can personalize with their child’s name and favorite things (e.g. color, food). The pals can then incorporate the child’s name and favorite things into activities, songs and dialogue to engage the child in a truly personalized way. Parents can also create a customized playlist from an online database of 30 songs and lullabies that they can download via USB connection to the plushes, in addition to the five that come pre-loaded.



AlphaPet Explorer

Ages 2 years & up | MSRP \$19.99

Scout the puppy plays backyard guide to curious two-year-olds learning letter names and sounds in LeapFrog’s AlphaPet Explorer. A portable learning toy with four modes, the AlphaPet Explorer lets kids play at their own level—with Scout alongside to help. Toddlers will have fun exploring the phonics games and hearing fun songs, as they build preschool skills such as letter recognition and fine motor coordination.

Text & Learn

Ages 3 years & up | MSRP \$21.99

Busy three-year olds will love to “play” like their parents do, with LeapFrog’s Text & Learn, a just-for-kids learning PDA. Games that focus on letter recognition and QWERTY keyboard skills—with pal Scout right there to help—are only part of the fun with Text & Learn, which lets preschoolers exchange text messages with Scout, check Scout’s planner to see what his week en“tails,” and explore in a pretend browser mode. Other learning activities include letter matching and shape identification.



Scribble & Write

Ages 3 years & up | MSRP \$21.99

Scout is ready to jump in and offer three-year-olds “paws-on” early writing assistance with the new Scribble & Write. A handheld tablet that’s just the right size for anywhere play, Scribble & Write gives step-by-step guidance as children trace right over lit-up figures on the LED screen, practice drawing simple shapes and pictures, then graduate to writing upper- and lowercase letters. Fun learning games help reinforce letter recognition and pencil control skills.

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New Toys for Holiday

Counting Candles Birthday Cake

Available December 2009 | Ages 12 months & up | MSRP \$15.99

Kids can celebrate their big day every day, with the Counting Candles Birthday Cake. Five candles light up one by one, and children can actually blow them out, just like on a real cake! Pressing the star button or the balloon button gets the party started, complete with songs about counting and growing up.

Instrumental tunes let kids lay their own lyrics on top of the music. And parents can connect to the online LeapFrog Learning Path for a personalized look at what their child is learning and playing.



Chat & Count

Available November 2009 | Ages 18 months & up | MSRP \$14.99

Puppy pal Scout is back, this time helping kids learn about numbers, counting and phone routines. Pushing the call button lets little ones trade calls and voicemails with Scout, and pressing any one of the ten number buttons activates a fun Scout animation about that number. Parents can connect to the online LeapFrog Learning Path for customized insights into what their child is learning during play.



Learn & Groove Collection

LeapFrog's Learn & Groove line offers interactive instruments that introduce numbers, letters, colors and shapes through music and song, in either English or Spanish. Borrowing from jazz, pop and rhythm & blues, the Learn & Groove toys give little ones a chance to learn with their eyes, ears and hands. For 2009, LeapFrog has added the Preschool Medley Microphone.

Learn & Groove Preschool Medley Microphone

Currently available | Ages 2 years & up | MSRP \$14.99

Kids can steal the show with this bilingual leaning microphone, as they sing along to four groovin' songs about animals, counting, manners and more. They can lay their own vocals on top of any of the songs in instrumental mode, too. Catchy songs get little bodies moving, while two language modes help develop vocabulary in English and Spanish. Parents can connect to the online LeapFrog Learning Path for customized learning insights and ideas to expand the learning.



Currently Available

Learn & Groove Musical Table | Ages 6 to 36 months | MSRP \$39.99

Learn & Groove Alphabet Drum | Ages 6 to 36 months | MSRP \$21.99

Learn & Groove Counting Maracas | Ages 6 to 36 months | MSRP \$14.99

Learn & Groove Animal Sounds Guitar | Ages 12 to 36 months | MSRP \$21.99

(Continued)





Fridge Collection

Currently available

Since the kitchen is the heart of the home, LeapFrog has created an array of magnetic learning toys that mount on the refrigerator for easy access and everyday play. Newly refreshed perennial favorites Fridge Phonics™ letter set and Fridge Farm™ play set are now joined by the Fridge Wash & Go™ set for lots of magnetic fun.

Fridge Phonics Magnetic Alphabet

Currently available | Ages 2 & up | MSRP \$21.99

Refreshed version featuring Scout available Fall 2009

The first step on the road to reading is learning to recognize letters and phonemes. LeapFrog's Fridge Phonics lets kids fit letters into the reader to hear their names and the sounds they make. Each letter sings its own song, and the whole set easily attaches to any magnetic surface. Updated look including Scout the green puppy will be available this Fall.

Fridge Words™ Magnetic Word Builder | Ages 3 & up | MSRP \$24.99



With LeapFrog's Fridge Words kids can create more than 325 three-letter words with singing magnetic letters. Three modes of play—Letter Hunt, Word Builder, and Word Hunt—encourage little ones to learn letter names and sounds, spell three-letter words and replace letters to make rhyming words.



Fridge Farm Magnetic Animal Set | Ages 12 Months & up | MSRP \$15.99

The Fridge Farm tickles kids' funny bones while introducing them to animal names. If little ones match the head and tail of a cow into the slots on the barn door, they'll hear a cow song. If they match a duck head with a pig tail, they'll hear—a song about a duck-pig! More than 25 combinations offer lots of silly fun and chances to learn.



Fridge Wash & Go Magnetic Vehicle Set

Ages 12 months & up | MSRP \$15.99

Kids who love the Fridge Farm set are sure to get a kick out of matching—and mismatching—things that go. Five different vehicles in the Fridge Wash & Go set—a race car, a train, a fire engine, a boat and an airplane—offer more than 25 different combinations, along with fun facts about vehicles, practice with color names and automotive sound effects.





LIONSGATE®

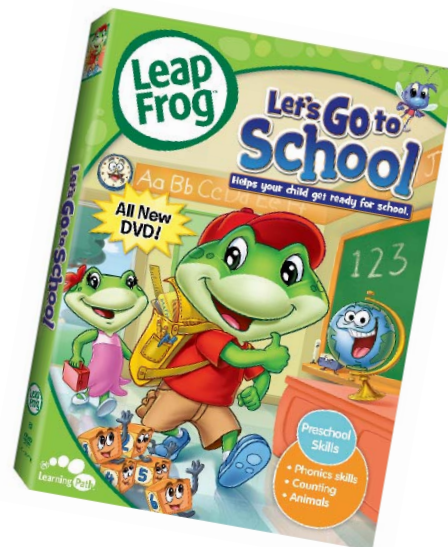
LeapFrog-Lionsgate Educational DVDs

LeapFrog has partnered with Lionsgate to continue to offer its classic titles as well as create new educational DVDs featuring favorite LeapFrog characters Leap, Lily and Tad. Kids can follow the trio's adventures in refreshed versions of best-selling movies *Letter Factory* and *Talking Words Factory*, as well as in all-new title *Let's Go To School*.

LeapFrog: Let's Go to School

Available August 2009 | Ages 3 to 6 | MSRP \$14.98

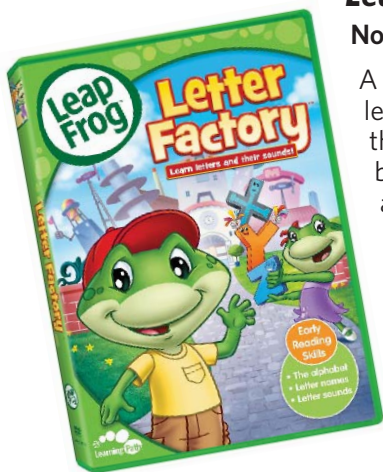
LeapFrog's first new educational DVD in four years, *Let's Go To School* will be available just in time to help parents ease little ones' first-day-of-school jitters. Beloved characters Tad and Lily get a classroom tour from magical firefly friend, Edison, who shows them that the classroom is actually more "nervous" than they are. As the twins reassure the blocks, globe, clock and more talking "teachers," they get on their very own LeapFrog Learning Path, learning key lessons about phonics, counting, days of the week and animals. Features five sing-along songs and an interactive alphabet book.



LeapFrog: Letter Factory

Now available | Ages 3 to 6 | MSRP \$14.98

A favorite of parents and kids for years, *Letter Factory*, now with updated animation, makes learning letters, phonics and listening skills fun, as LeapFrog characters spring to life in this music-filled alphabet adventure. Leap, Lily and Tad get a tour of the Letter Factory, led by wacky Professor Quigley, and Tad joins "Js jumping on trampolines" and "Ks practicing karate kicks" as new letters learn their sounds. At the Letter Factory, "every letter makes a sound," and kids will be singing along in no time, learning as they go.



LeapFrog: Talking Words Factory

Now available | Ages 3 to 6 | MSRP \$14.98

All those letters kids learned about in *Letter Factory* work together to make words at the Talking Words Factory. The amazing and entertaining Word Factory is home to the Word Whammer, Sticky-Ick-O-Rama and more amazing word-building machines—and Leap, Lily and Tad get to join the action, making and rhyming words, building their vocabularies as they go. Kids will love to sing along with their favorite characters' musical adventures, learning new words along the way.

